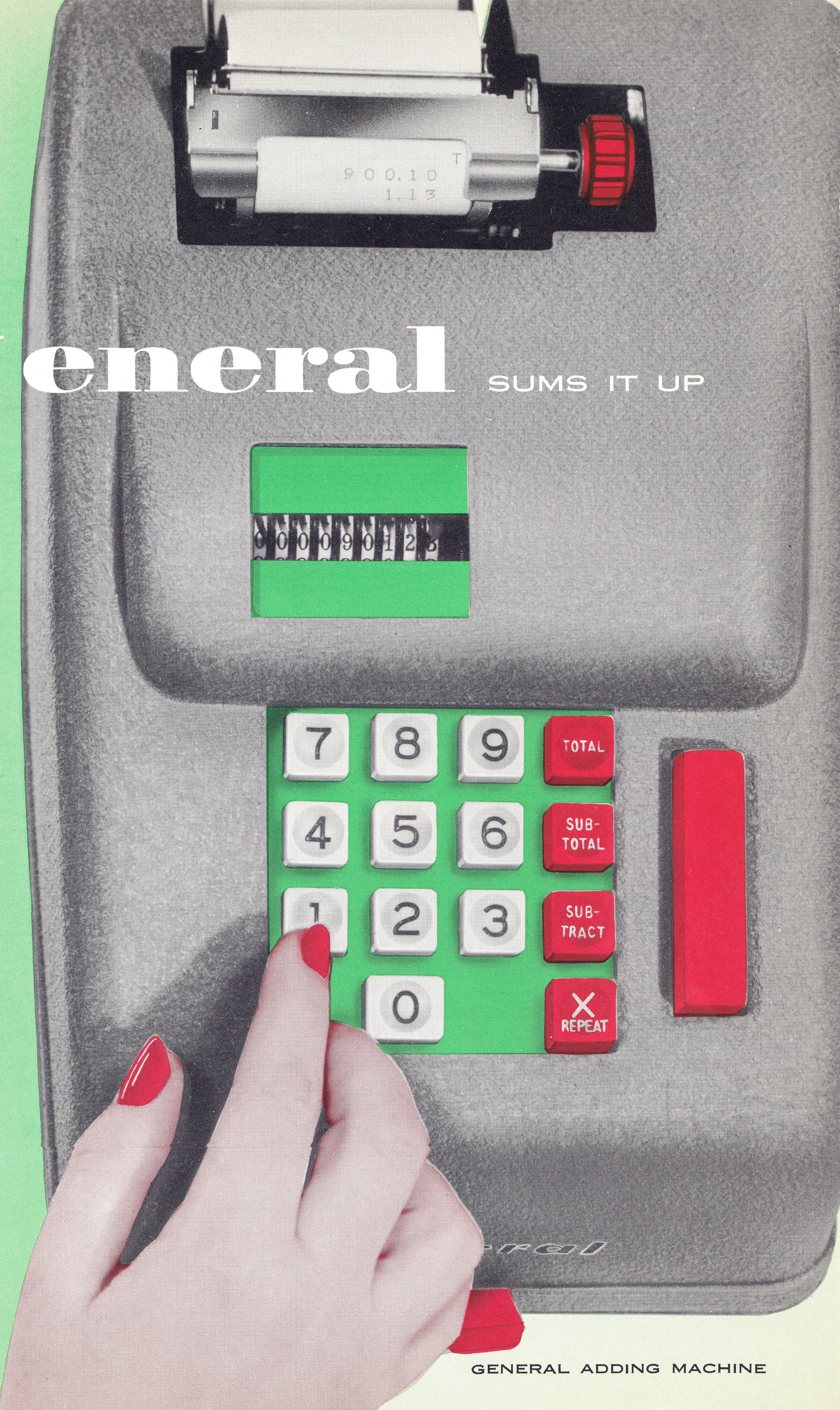
IT
ADDS
UP TO
QUALITY—
WHEN

General

SUMS IT UP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AT
THE
UNUSUAL
PRICE
OF \$169^{00}

GENERAL ADDING MACHINE

Genera

7
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TOTAL
SUB-TOTAL
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X REPEAT
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General

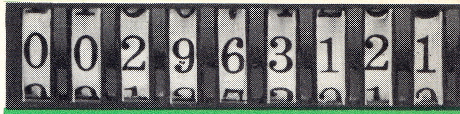
General STANDS OUT

Against Any Other Adding Machine
In FEATURE-BY-FEATURE COMPARISON

COMPLETELY ELECTRIFIED / ADDS, MULTIPLIES, SUBTRACTS, DIVIDES / VISIBLE ADDING DIALS / ADD AND TOTAL TO CAPACITY 9-COLUMN / ROTARY ACTION—QUIETER / DURABLE BUT LIGHT —12 LBS. / CA l

SUMS IT UP WITH FEATURES YOU CAN COUNT ON

WATCH IT THINK



AS YOU WORK!

General's *visible adding dials* register continuous totals on the column indicator as you enter each figure. You can actually see the machine "think out" every step as you enter the figures. Only a machine with a visible dial and subtraction feature permits you to divide with maximum rapidity. The column indicator shows the number of figures in each entry before it is registered on the tape—makes it possible to catch errors quicker.

IN THIS NEW, EFFICIENCY-DESIGNED ELECTRIC ADDING MACHINE

AN ELECTRIC ADDING MACHINE AT THE PRICE OF AN OLD-FASHIONED HAND MACHINE!

General fully electric adding machines operate at almost three cycles per second. New, simplified rotary action enters your figures with top-speed accuracy. Eight years intensive research and development, four years rigorous field testing, went into the perfection of this completely new electric adding machine to meet the demands of today's business for top-quality, controlled performance at lightning speeds.

"FOOL-PROOF" TOUCH CONTROL

Careful planning and creative design brings you extra features that assure you accuracy at top-speed operations. Each key is cushioned to eliminate time-consuming errors caused by finger slips. All control keys are electrified, and do not require a free cycle. Just a finger-touch activates either total key, automatically causes the sum to be printed with the symbol S for subtotal, T for total. And, General's nine-column capacity allows you to add and total as high as one less than a billion—or, in dollars, one cent less than ten million (9,999,999.99).

SIMPLIFIED SPOT-CHECKING

General's visible adding dials and clearly printed total, subtotal, and subtraction symbols save endless hours of searching out hard-to-find errors. Visible adding dials serve as a constant check while you work. Symbols mark out check points on the tape for easy comparison against written entries.

COMPACT, MODERN DESIGN FOR TODAY'S BUSINESS DECOR

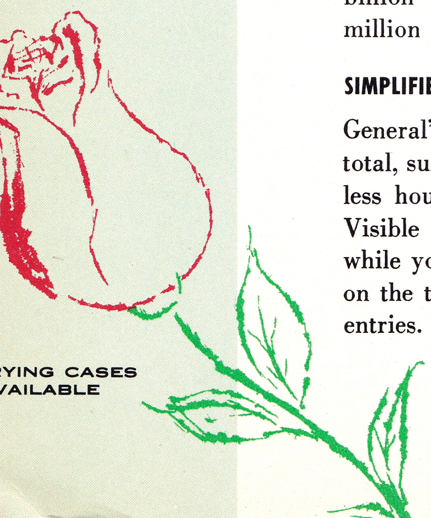
Streamlined engineering makes possible unusually compact design, without an ounce of excess weight. Ten large, square keys are grouped in three inch space—with 4, 5 and 6 keys of more concave mold, to allow unusually rapid accurate operation. Low, sleek body in smart Shadow Grey blends with any office decor. Large, thick rubber pad covers entire bottom of the machine, protects finest wood finishes. Will not leave "foot prints" when placed on finished wood desk tops, as do rubber-tipped legs of ordinary machines. The extra-long cord plugs into any AC or DC outlet, permits easy interchangeability of light-weight 12-lb. machine at adjacent desks.

RAPID, ACCURATE SOLUTIONS TO ALL MATHEMATICAL PROBLEMS

This entirely new machine performs the work of machines selling at approximately twice the price . . . quickly, easily. Addition and subtraction are automatic; all entries are made directly into the keyboard with effortless ease. Subtracted sums are printed with a minus sign, setting them apart from added entries. General's easy multiplication requires just a single entry—the multiplicand—cipher key moves the multiplier to the proper column.

EXCLUSIVE ECONOMY

Only General gives you all the best features of other top-quality electric adding machines—*plus* at the unusually low price of $169.00 PLUS TAX



YING CASES
AILABLE

FEATURE-FOR-FEATURE General LEADS THEM ALL

***THE ONLY FULLY ELECTRIC ADDING MACHINE, PRICED AS LOW AS THE SIMPLEST, HAND-OPERATED ADDING MACHINE** . . . General gives you speed and accuracy that cannot be duplicated by any mechanical, non-electric adding device. New, exclusive General efficiency design enables us to offer you this unusual opportunity to double your own office efficiency . . . at an unbelievably low cost.

EXCLUSIVE UNIT CONSTRUCTION REDUCES MAINTENANCE COSTS—saves on repair time. General's unusual unit construction facilitates repairs, reduces service time by as much as one day. All parts are easy to get at—keeping your General maintenance service to a bare minimum.

MACHINE	VISIBLE DIAL	NINE COLUMN CAPACITY	SINGLE CYCLE TOTAL	DIVISION	LIST PRICES (All prices plus tax) *
"A"	NO	NO	NO	NO	310.00
"B"	NO	NO	YES	NO	300.00
"C"	NO	NO	NO	NO	350.00
GENERAL	**YES**	**YES**	**YES**	**YES**	**$169.00 ***
"D"	NO	NO	YES	YES	345.00
"E"	NO	NO	NO	NO	300.00
"F"	NO	NO	NO	NO	305.00

*Taxes also are approximately half

7
8
9
4
5
6
1
2
3
0
TOTAL
SUB-TOTAL
SUB-TRACT
X REPEAT
General

And, remember your General fully electric adding machine is backed by a guarantee for quality performance, tested under the most rigorous conditions—both in General's laboratory and in the field.

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